



KNXV

**KNXV-TV
PHOENIX****ORDER**

Flight Dates 07/24/12-08/01/12

Contract / Revision 304765 / Wil Cardon for Senate 2012

Original Date / Revision 07/31/12 07/31/12
Agency Com 15%

Advertiser Cardon / Republican / Senat

PO Box 288
Alexandria, VA 22313

Agency Media Placement Technolog

Buying Contact

500 N Washington Street - Suite #3
Alexandria, VA 22314

Sales Office EWSDC

Sales Region NAT

Agency Ref

Primary Account Executive

Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Lombardo | 100% | | |
| Tanya Winscott | % | | |

Order Sep 00:20:00

Estimate # TV: 07240730 :15's

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Order Share % Market Value

Competing Station % of Order Amount

| | |
|-------|------|
| CABLE | % |
| KASW | % |
| KDRX | % |
| KPHO | % |
| KPNX | % |
| KPPX | % |
| KSAZ | % |
| KTVK | % |
| KTVW | % |
| KUSK | % |
| KUTP | % |
| UNKWN | 100% |

Order Totals**Billing Plan**

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|--------------------|--------------------|-------------|------------|----------|---------|-------------|--------------|
| July 2012 | 24 | \$11,262.50 | \$13,250.00 | 0.00 | 06/25/12 | 07/29/12 | 24 | \$11,262.50 | \$13,250.00 |
| August 2012 | 5 | \$1,593.75 | \$1,875.00 | 0.00 | 07/30/12 | 08/01/12 | 5 | \$1,593.75 | \$1,875.00 |
| Totals | 29 | \$12,856.25 | \$15,125.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|----|------|-------------------|-----------------|------------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|------------------------|----------|
| 1 | KNXV | 07/24/12 | 07/30/12 | M-F 6-7am M-F 6-7am | CM | 6am-7am | 1111--- | :15/:15 | 4 | \$225.00 | P-3 | 0.00 | BK | 4 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 07/23/12 | 07/29/12 | -111--- | | 3 | | \$225.00 | | 0.00 | | | | | |
| | | Week: 07/30/12 | 08/05/12 | 1----- | | 1 | | \$225.00 | | 0.00 | | | | | |
| 2 | KNXV | 07/24/12 | 07/30/12 | M-F 7-9am M-F 7-9am | CM | 7am-9am | 111-1-- | :15/:15 | 4 | \$225.00 | P-3 | 0.00 | BK | 4 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |



KNXV

Print Date: 07/31/12

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**KNXV-TV
PHOENIX**

Contract / Revision 304765 Flight Dates 07/24/12-08/01/12

Hiatus Dates

Original Date / Revision 07/31/12/ 07/31/12

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 07240730 :15's

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------------|-----------|--------------------|-----------------|---|-------|-----------------------|-----------------|---------------|-------------|-----------------------|---------------|------------|-------------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| 2 | KNXV | 07/24/12 | 07/30/12 | M-F 7-9am M-F 7-9am | CM | 7am-9am | 111-1-- | :15/:15 | 4 | \$225.00 | P-3 | 0.00 | BK | 4 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 07/23/12 | 07/29/12 | -11-1-- | | 3 | | | \$225.00 | | 0.00 | | | | |
| | | Week: 07/30/12 | 08/05/12 | 1----- | | 1 | | | \$225.00 | | 0.00 | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 4 | KNXV | 07/30/12-08/05/12 | | M-F 7-9am | | 7am-9am | M----- | :15/:15 | | (\$225.00) | | 0.00 | BK | | |
| | | See MG 2.5 | | | | | | | | | | | | | |
| 5 | KNXV | 07/31/12-08/01/12 | | M-F 7-9am | | 7am-9am | -TW----- | :15/:15 | | \$225.00 | | 0.00 | BK | | |
| | | Ⓜ MG for 2.4 07/30 | | | | | | | | | | | | | |
| 3 | KNXV | 07/28/12 | 07/28/12 | Sa 6-7am GMA Sa 6-7am Good Morning , | CM | 6am-7am | -----S- | :15/:15 | 1 | \$75.00 | P-6 | 0.00 | BK | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 07/23/12 | 07/29/12 | -----S- | | 1 | | | \$75.00 | | 0.00 | | | | |
| 4 | KNXV | 07/29/12 | 07/29/12 | Su 6-7am GMA Su 6-7am Good Morning , | CM | 6am-7am | -----S | :15/:15 | 1 | \$75.00 | P-6 | 0.00 | BK | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 07/23/12 | 07/29/12 | -----S | | 1 | | | \$75.00 | | 0.00 | | | | |
| 5 | KNXV | 07/25/12 | 07/30/12 | M-F 5pm-530pm M-F 5pm-530pm | CM | 5pm-530pm | 1-1-1-- | :15/:15 | 3 | \$450.00 | P-3 | 0.00 | BK | 3 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 07/23/12 | 07/29/12 | --1-1-- | | 2 | | | \$450.00 | | 0.00 | | | | |
| | | Week: 07/30/12 | 08/05/12 | 1----- | | 1 | | | \$450.00 | | 0.00 | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 3 | KNXV | 07/30/12-08/05/12 | | M-F 5pm-530pm | | 5pm-530pm | M----- | :15/:15 | | (\$450.00) | | 0.00 | BK | | |
| | | See MG 5.4 | | | | | | | | | | | | | |
| 4 | KNXV | 07/31/12-08/01/12 | | M-F 5pm-530pm | | 5pm-530pm | -TW----- | :15/:15 | | \$450.00 | | 0.00 | BK | | |
| | | Ⓜ MG for 5.3 07/30 | | | | | | | | | | | | | |
| 6 | KNXV | 07/24/12 | 07/27/12 | M-F 6pm-630pm M-F 6pm-630pm | CM | 6pm-630pm | -1-11-- | :15/:15 | 3 | \$450.00 | P-3 | 0.00 | BK | 3 | \$1,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 07/23/12 | 07/29/12 | -1-11-- | | 3 | | | \$450.00 | | 0.00 | | | | |
| 7 | KNXV | 07/28/12 | 07/28/12 | Sa 6pm News SA 6pm-630p | CM | 6pm-630p | -----S- | :15/:15 | 1 | \$250.00 | P-3 | 0.00 | BK | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 07/23/12 | 07/29/12 | -----S- | | 1 | | | \$250.00 | | 0.00 | | | | |
| 8 | KNXV | 07/29/12 | 07/29/12 | Su 5pm News SU 5pm-530pm News | CM | 5pm-530pm | -----S | :15/:15 | 1 | \$250.00 | P-3 | 0.00 | BK | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 07/23/12 | 07/29/12 | -----S | | 1 | | | \$250.00 | | 0.00 | | | | |
| 9 | KNXV | 07/24/12 | 07/30/12 | M-F 630pm-7pm M-F 630pm-7pm | CM | 630pm-7pm | 11-1--- | :15/:15 | 3 | \$750.00 | P-3 | 0.00 | BK | 3 | \$2,150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 07/23/12 | 07/29/12 | -1-1--- | | 2 | | | \$700.00 | | 0.00 | | | | |
| | | Week: 07/30/12 | 08/05/12 | 1----- | | 1 | | | \$750.00 | | 0.00 | | | | |
| 10 | KNXV | 07/27/12 | 07/27/12 | Friday 8-10pm Friday 8-10pm | CM | 8-10pm | ----F-- | :15/:15 | 1 | \$3,000.00 | P-3 | 0.00 | BK | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 07/23/12 | 07/29/12 | ----F-- | | 1 | | | \$3,000.00 | | 0.00 | | | | |
| 11 | KNXV | 07/27/12 | 07/27/12 | Friday 8-10pm Friday 8-10pm | CM | 8-10pm | ----F-- | :15/:15 | 1 | \$3,000.00 | P-3 | 0.00 | BK | 1 | \$3,000.00 |



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Print Date: 07/31/12

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PHOENIX**Contract / Revision **304765** Flight Dates **07/24/12-08/01/12**

Hiatus Dates

Original Date / Revision 07/31/12/ 07/31/12

Order Sep 00:20:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 07240730 :15's**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|-----------------------|--|-------------------|-------------------|--------------------------------|-------|-----------------------|-----------------|---------------|---------------|-------------------------|-----|----------------|-------------|------------------------|------------|
| 11 | KNXV | 07/27/12 | 07/27/12 | Friday 8-10pm Friday 8-10pm | CM | 8-10pm | ----F-- | :15/:15 | 1 | \$3,000.00 | P-3 | 0.00 | BK | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | |
| | Week: | 07/23/12 | 07/29/12 | ----F-- | | 1 | | \$3,000.00 | 0.00 | | | | | | |
| E 12 | KNXV | 07/29/12 | 07/29/12 | Sunday Prime A AFHV | CM | 6pm-7pm | -----S | :15/:15 | 1 | \$2,000.00 | P-3 | 0.00 | BK | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | |
| | Week: | 07/23/12 | 07/29/12 | -----S | | 1 | | \$2,000.00 | 0.00 | | | | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| | 1 | KNXV | 07/23/12-07/29/12 | Sunday Prime A | | 6pm-7pm | -----Su | :15/:15 | | (\$2,000.00) | | 0.00 | BK | | |
| | Credited [Credit. Buyer did not respond to MG offer in time.] | | | | | | | | | | | | | | |
| 13 | KNXV | 07/24/12 | 07/30/12 | M-F 430pm-5pm M-F 430pm-5pm | CM | 430pm-5pm | 11-1--- | :15/:15 | 3 | \$225.00 | P-6 | 0.00 | BK | 3 | \$675.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | |
| | Week: | 07/23/12 | 07/29/12 | -1-1--- | | 2 | | \$225.00 | 0.00 | | | | | | |
| | Week: | 07/30/12 | 08/05/12 | 1----- | | 1 | | \$225.00 | 0.00 | | | | | | |
| 14 | KNXV | 07/24/12 | 07/27/12 | M-F 630pm-7pm M-F 630pm-7pm | CM | 630pm-7pm | -TWTF-- | :15/:15 | 1 | \$700.00 | P-3 | 0.00 | BK | 1 | \$700.00 |
| | MG from order #304723 | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | |
| | Week: | 07/23/12 | 07/29/12 | -TWTF-- | | 1 | | \$700.00 | 0.00 | | | | | | |
| 15 | KNXV | 07/24/12 | 07/27/12 | M-F 7-9am M-F 7-9am | CM | 7am-9am | -TWTF-- | :15/:15 | 1 | \$225.00 | P-3 | 0.00 | BK | 1 | \$225.00 |
| | MG from order #304723 | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | |
| | Week: | 07/23/12 | 07/29/12 | -TWTF-- | | 1 | | \$225.00 | 0.00 | | | | | | |
| 16 | KNXV | 07/24/12 | 07/27/12 | M-F 6-7am M-F 6-7am | CM | 6am-7am | -TWTF-- | :15/:15 | 1 | \$225.00 | P-3 | 0.00 | BK | 1 | \$225.00 |
| | MG from order #304723 | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | <u>Rating</u> | | | | | | |
| | Week: | 07/23/12 | 07/29/12 | -TWTF-- | | 1 | | \$225.00 | 0.00 | | | | | | |
| *Tax 1 Note: Tax 0.5% | | | | | | | | | | Totals | | 29 \$15,125.00 | | | |